

Event Held: August 10, 2007

Phoenix, Arizona



AHCCCS

KidsCare Outreach Roundtable Summary

Healthy Start for KidsCare Outreach: Community Feedback Guides AHCCCS Planning

The Fiscal Year 2007-2008 State budget included funding for the Arizona Healthcare Cost Containment System (AHCCCS) to conduct a KidsCare outreach campaign to reduce the number of uninsured children. As a result, AHCCCS is charged with developing a comprehensive outreach program in collaboration with community partners.

To this end, 125 individuals representing over 65 organizations came together on August 10, 2007 at the Black Canyon Conference Center in Phoenix to participate in a KidsCare Outreach Roundtable. Participants included key health care, community, government, public health, and faith-based leaders.

The purpose of the event

was to engage these and other community partners in the KidsCare outreach campaign and to have a dialogue about how to best develop it in Arizona.

Opening remarks were given by Anthony Rodgers, Director of AHCCCS. Event participants were then further energized by Governor Janet Napolitano as she gave her keynote address, entitled "Children's Health Coverage—A Priority for Arizona," suggesting to the audience how to approach outreach. "We need to empower



The Governor then called the audience to action by emphasizing, "How we do outreach. . . how we bring the most children, as quickly as possible, who

already qualify for KidsCare into KidsCare, is the challenge you have before you today!" She further called on AHCCCS and the community to "be creative and innovative" when developing the outreach campaign.

"How we do outreach. . . how we bring the most children, as quickly as possible, who already qualify for KidsCare into KidsCare, is the challenge you have before you today . . . be creative and innovative."

Governor Janet Napolitano

parents" she said, "and tell them, 'You can do this. You can do this right now. You can get this done for your child!'"

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Governor Janet Napolitano offers keynote address while AHCCCS Director Anthony Rodgers looks on.

After hearing the Governor, national and local experts provided presentations about proven strategies to educate, enroll, and retain low-income children in state health care coverage. Donna Cohen Ross, a national expert on health policy and outreach from the Center on Budget and Policy Priorities, and Judith Cash, a national leader in SCHIP outreach best practices from the Virginia Healthcare Foundation, discussed the national outreach landscape. Ms. Cohen Ross provided insight into key outreach strategies, while Ms. Cash gave a synopsis of successful outreach strategies from her state. The audience was then given the opportunity to engage the national speakers in a question and answer session.

Following the national speakers, several presenters described the outreach climate in Arizona. Jane Pearson from St. Luke's Health Initiatives spoke to "The Target Audience and

"What Works" in Arizona," providing evidence-based practices and perspectives of what types of outreach activities are currently being conducted around the state. Sergio Carlos from REISTER Multicultural spoke on "Cross Cultural Communications & Reaching the Uninsured," and discussed the importance of culturally appropriate messaging and outreach strategies. Finally, Gina Flores from AHCCCS presented "Planning a Statewide Outreach Campaign" and provided details about the structure and the goals of the KidsCare outreach campaign.



Judith Fritsch and Susan Hallett of the Department of Economic Security facilitate one of the four Roundtable breakout sessions.

of four facilitated sessions designed to glean visions for the outreach campaign, strategy suggestions, and most importantly, organizational commitment to partner with the state to raise awareness about KidsCare.

Participants then spent the afternoon in one



Roundtable Participants Envision Future of KidsCare Outreach Campaign

Four groups were facilitated using a common approach in an attempt to better focus upon, identify, and unify similar themes in vision and strategy in regards to the outreach campaign itself. Group members included key health care, community, government, public health, and faith-based leaders. As part of the construction of common ground, and to create efficiencies in the discussion process, the Mission and Values were decided upon prior to the KidsCare Roundtable Conference; these were later accepted by participants. The following is a summary of all Roundtable discussions.

Mission

"Create a statewide outreach campaign to reduce the number of uninsured children."

Values

*Passion • Community • Quality
Respect • Accountability • Innovation
Teamwork • Leadership*

Several visionary ideas were expressed by participants during each of four sessions, for use in the outreach efforts of private and public organizations as well as individuals. After making careful comparisons, the following three statements seem to encapsulate the whole of the ideas for the desired direction of the outreach campaign.

We want the KidsCare Outreach Campaign . . .

- *To be known for creating real change in children's health care coverage through the use of collaborative, technological, innovative, integrated, and best practice approaches in reaching communities.*
- *To be committed to educating communities and individuals through the use of respectful and culturally-appropriate messages to enroll children in health care.*
- *To be successful in making KidsCare a household word in Arizona, utilizing technology to increase access to children's healthcare. As part of this effort, we must ensure the enrollment and renewal process is inviting, understandable, and user-friendly in order to eliminate barriers to accessing children's healthcare.*



"Bold Steps": Strategies to Fulfill Visionary Ideas

Several strategies were identified among the four groups that might serve to help fulfill each vision. As was done with the vision statements, from among all ideas originally offered, four strategy statements were constructed to best



reflect the intent of all. These four strategies are further specified and enhanced by "Supporting Directions for Strategies."

1. *Build and Leverage Strong Public/Private Partnerships and Community Networks, and Provide Tools to Engage and Enhance Community Outreach Efforts*
2. *Develop, Advertise, and Mobilize Easily-identifiable Media/Ad Campaign for Diverse Target Groups*
3. *Streamline Eligibility and Enrollment Activities, Tie Into Other Systems, and Coordinate Efforts to Connect Families with Application Assistance*
4. *Educate Community-at-Large and Train Outreach Partners in a Culturally-Competent Manner*



Strategy 1: Build and Leverage Strong Public/Private Partnerships and Community Networks, and Provide Tools to Engage and Enhance Community Outreach Efforts

SUPPORTING DIRECTIONS FOR STRATEGIES

- Create community networks and partnerships to engage in grassroots efforts to reach target groups where they congregate.
- Identify, enlist, and train community champions or liaisons and trusted spokespeople to take outreach messages to individuals and groups.



- Require outreach partners to initiate dialogue with schools and identify resource needs.
- Outreach and "in-reach" to all businesses, large and small.

- Provide KidsCare information in conjunction with school physicals and immunizations.

- Ensure parallel track with Health-e-Arizona web-based application tool expansion and encourage its use by partners.
- Create a centralized, single-source website for partners to share community progress in outreach efforts, collaborate regarding best practices, and receive updates.



Strategy 2: Develop, Advertise, and Mobilize Easily-identifiable Media/Ad Campaign for Diverse Target Groups

SUPPORTING DIRECTIONS FOR STRATEGIES

- Use KidsCare as an umbrella term for all children's health coverage programs.
- Collect testimonials – real-life stories of those who have been helped by KidsCare.
- Communicate demise of "gag rule" to school districts and encourage them to work with community/private partners.
- Integrate community resources and eliminate barriers to communicating awareness.

- Communicate effectively with parents and teachers so they engage and remain engaged in the program.
- Launch statewide enrollment blitz on February 14th called, "Love Your Kids...Get Them Healthcare."
- Advertise locations of enrollment/eligibility centers.
- Encourage teens to inform their peers about KidsCare.

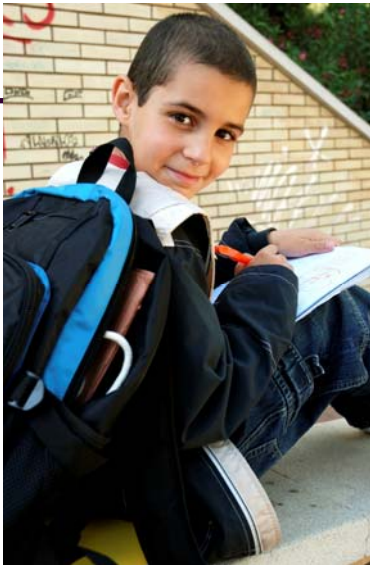


Strategy 3: Streamline Eligibility and Enrollment Activities, Tie Into Other Systems, and Coordinate Efforts to Connect Families with Application Assistance

SUPPORTING DIRECTIONS FOR STRATEGIES

- Simplify enrollment/application and retention/renewal processes.
- Organize and participate in community health fairs and other events to educate the public, including Tribal communities, and coordinate enrollment activities.
- Expand Health-e-Arizona web-based application tool statewide.





Strategy 4: Educate Community-at-Large and Train Outreach Partners in a Culturally-Competent Manner

SUPPORTING DIRECTIONS FOR STRATEGIES

- Offer outreach and technical training/consultation to administrative staff, community leaders, school personnel, enrollment/eligibility workers, and others with an emphasis on respect and cultural competency.
- Develop a user-friendly, bilingual website to inform and educate the general public and community-at-large about KidsCare, and to facilitate the enrollment process for potential beneficiaries.
- Integrate culturally-appropriate messages into mainstream media.



Participant Evaluation Results

Outcomes from and reactions to the event were largely positive. Ninety-seven percent of participants who filled out the evaluation survey indicated that their overall satisfaction with the conference was outstanding, very good, or good. Several evaluation narrative comments noted and appreciated that Governor Napolitano's keynote address demonstrated her commitment and leadership to insuring

Arizona's children. Other comments included "This was one of the best roundtables that I've been able to attend. Thanks!" Several participants expressed their desire for fewer speakers and more discussion among the participants as well as the desire that more money be made available to conduct outreach.

AHCCCS' Next Steps

AHCCCS would like to thank all the organizations and individuals who were part of the KidsCare Outreach Roundtable. The ideas and enthusiasm generated on August 10th provide AHCCCS the opportunity to move forward with planning the KidsCare Outreach Campaign, while also tapping into all available community assets.

AHCCCS is taking a comprehensive approach to the development of a statewide KidsCare outreach, enrollment, and retention campaign. The campaign will target families with eligible, uninsured children and will rely upon partnerships with trusted community messengers. Messages conveyed during the campaign will educate families about the importance of health coverage and about KidsCare as an affordable health care option.



The KidsCare Outreach Campaign will strive to achieve the following goals:

- Increase the number of children with health care coverage
- Develop an effective statewide outreach and enrollment assistance network led by community partners
- Build capacity in Arizona's schools to connect children with available health care coverage

More detailed plans and partnership opportunities will be released in Fall 2007 with the KidsCare Outreach campaign scheduled to kick-off in January 2008.

Organizations Represented by Event Participants



- American Academy of Pediatrics - AZ Chapter
- APIPA
- Arizona Advisory Council on Indian Health Care
- Arizona Association of Community Health Centers
- Arizona Benefits Connection
- Arizona Child Care Association
- Arizona Department of Economic Security
- Arizona Department of Education
- Arizona Department of Health Services
- Arizona Ecumenical Council
- Arizona Foundation for Behavioral Health
- Arizona Governor's Office
- Arizona Health Care Cost Containment System
- Arizona Hospital and Healthcare Association
- Arizona School Nurse Consortium
- Arizona State Senate
- Arnold & Associates
- Asian Pacific Community in Action
- Association for Supportive Child Care
- Banner Health
- Care 1st Health Plan Arizona, Inc.
- Carondelet Health Network
- Catholic Charities
- Children's Action Alliance
- Chiricahua Community Health Centers, Inc.
- Church of Beatitudes
- Clinica Adelante, Inc.
- Desert Mission Community Health Services
- Desert Senita Community Health Center
- Early Childhood Development and Health Board
- El Rio Community Health Center
- Friendly House
- Gila River Health Care Corporation
- Girl Scouts - Arizona Cactus - Pine Council Inc.
- Governor's Office for Children, Youth & Families
- Health Care Connect
- Health Choice Arizona
- Healthcare Group
- Healthy Mothers Healthy Babies Maricopa
- Inter Tribal Council of Arizona
- John C Lincoln Health Network, Desert Mission Programs
- Maricopa Association of Governments
- Maricopa County Department of Public Health
- Maricopa County Prescription Drug Program
- Maricopa Health Plan
- Maricopa Integrated Health System
- MAXIMUS
- Meetings & Concierges Services
- Mountain Park Health Center
- NACOG Head Start
- Navajo Nation Division of Health
- Pat Harris Consulting Firm
- Phoenix Children's Hospital
- Phoenix Health Plan
- Phoenix Indian Medical Center
- Pima Community Access Program
- Protecting Arizona's Family Coalition
- REISTER Multicultural
- Southwest Autism Research and Resource Center
- Southwest Human Development
- St. Joseph's Hospital and Medical Center
- St. Luke's Health Initiatives
- St. Patrick Catholic Community
- St. Vincent de Paul Society
- Sun Life Family Health Center
- Virginia Healthcare Foundation
- Western Progress
- Yuma County Public Health Department



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Mission:

**Reaching across Arizona to provide
comprehensive, quality health care to
those in need.**

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